

Join the Movement to End Texting and Driving in Philadelphia

According to the [National Safety Council](#), texting and driving causes more than 100,000 car crashes on roadways across America each year. These numbers add up to one simple solution: never text and drive...It can wait.

To put an end to texting and driving, AT&T launched the [It Can Wait](#) campaign, which Cradle of Liberty Council is proud to be a part of. When it comes to texting and driving, the attitude of “do as I say, not as I do” widely persists. Today, more drivers than ever recognize the dangers of texting while driving, but continue to engage in this risky behavior. Originally introduced in 2009, the program aims to educate millions of wireless users, employees and the general public — particularly teens — about the dangers of texting while driving. In 2012, “No Text on Board” pledge day on September 19th brought consumers, policymakers, groups like ours, and companies together to help end this dangerous behavior.

This year, we’re excited to help take the It Can Wait movement one step further with **“Drive 4 Pledges Day” on September 19, 2013**. On this day, It Can Wait advocates will be asking every driver to join us in making a personal commitment not to text and drive – and recruiting others to do the same. To succeed in making texting and driving a thing of the past, we’re going to need everybody’s help.

Why should you participate? The influence of just one person can have a tremendous impact. If you’re not convinced, consider the results of a recent survey of teen drivers [ConnectSafely.org](#) and AT&T conducted. The survey found 78% said they’re likely not to text and drive if friends tell them it's wrong or stupid. Furthermore, 90% say they would stop texting while driving if a friend in the car asked them to and 93% said they would stop if a parent in the car asked.

How can you get involved? You can also visit www.att.com/itcanwaitadvocate for free resources about It Can Wait to educate your colleagues, friends and family and convince them to make a personal commitment not to text and drive. You can take the [pledge online](#) and share your pledge and what it means to you through your social media channels. Here are some sample posts:

- Help me spread the word that No Text is Worth a life. Gear up for Drive 4 Pledges Day on 9/19: [#ItCanWait](http://soc.att.com/15W2Ust)
- No text is worth a life. Join me and [@ATT](#) to take action against texting while driving. [#ItCanWait](http://soc.att.com/15W2Ust)

For more ideas on how to get involved and information about texting and driving, visit ItCanWait.com.